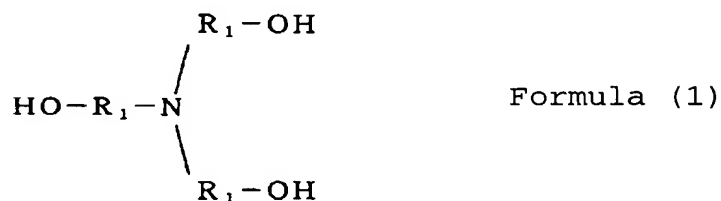


CLAIMS

1. An antistatic hard coating resin composition curable by ultraviolet irradiation, which comprises electroconductive zinc oxide having an average particle size of primary particles of at most 0.05  $\mu\text{m}$ , as component A, an ultraviolet curable (meth)acrylate having at least one (meth)acryloyl group per molecule, as component B, and a photopolymerization initiator, as component C, wherein the content of component A is from 50 to 95 mass% based on the total amount of components A, B and C.
2. The resin composition according to Claim 1, which is a composition comprising electroconductive zinc oxide having an average particle size of primary particles of at most 0.05  $\mu\text{m}$ , as component A, an ultraviolet curable (meth)acrylate having at least one (meth)acryloyl group per molecule, as component B, and a photopolymerization initiator, as component C, wherein based on the total amount of components A, B and C, the content of component A is from 50 to 95 mass% and the content of component B is from 5 to 50 mass%, and the content of component C is from 0.1 to 20 mass% to component B, and which further contains a silane coupling agent as a dispersing agent in an amount of from 0.01 to 10 mass% to component A.
3. The resin composition according to Claim 2, which further contains an alcohol as a solvent.
4. The resin composition according to Claim 1, which is

a composition comprising electroconductive zinc oxide having an average particle size of primary particles of at most 0.05  $\mu\text{m}$ , as component A, an ultraviolet curable (meth)acrylate having at least one (meth)acryloyl group per molecule, as component B, and a photopolymerization initiator, as component C, wherein based on the total amount of components A, B and C, the content of component A is from 50 to 95 mass% and the content of component B is from 5 to 50 mass%, and the content of component C is from 0.1 to 20 mass% to component B, and which further contains a tertiary amine containing two or more hydroxyl groups per molecule, represented by the following formula (1) or (2), as a dispersing agent in an amount of from 0.01 to 10 mass% to component A:



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5. The resin composition according to Claim 4, which further contains an alcohol as a solvent.
6. The resin composition according to Claim 4 or 5,

wherein the tertiary amine is triethanolamine, triisopropanolamine, lauryldiethanolamine, or methyldiethanolamine.

7. An antistatic hard coating film or sheet excellent  
5 in transparency, which is provided with an antistatic layer made of a polymer of the resin composition as defined in any one of Claims 1 to 6.

8. An antireflection antistatic film or sheet provided,  
on the film as defined in Claim 7, with a resin  
10 composition layer having a lower refractive index than the antistatic layer.

9. A film or sheet provided with an adhesive agent or a tackifier on one side of the film as defined in Claim 7 or 8.

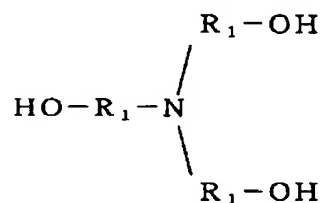
15 10. A display provided with the film or sheet as defined in any one of Claims 7 to 9.

11. A process for producing the resin composition as defined in Claim 2 or 3, which comprises dispersing electroconductive zinc oxide having an average particle  
20 size of primary particles of at most 0.05  $\mu\text{m}$ , in a composition comprising an ultraviolet curable (meth)acrylate having at least one (meth)acryloyl group per molecule, and an alcohol, in the presence of a silane coupling agent.

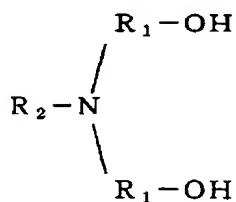
25 12. A process for producing the resin composition as defined in any one of Claims 4 to 6, which comprises dispersing electroconductive zinc oxide having an average

particle size of primary particles of at most 0.05  $\mu\text{m}$ , in a composition comprising an ultraviolet curable (meth)acrylate having at least one (meth)acryloyl group per molecule, and an alcohol, in the presence of a

5 tertiary amine containing two or more hydroxyl groups per molecule, represented by the following formula (1) or (2):



Formula (1)



Formula (2)